



HyperActive Technologies named as an approved vendor for Zaxby's Franchising

Pittsburgh, PA – January 22, 2007 – Zaxby's Franchising, Inc., a leading Fast Casual restaurant chain with more than 350 locations throughout the southeastern US, has named HyperActive Technologies as an Approved Vendor for its chain. Zaxby's has already installed HyperActive Bob, a kitchen production management system, in all of its corporate-owned stores.

Tripp Sessions, Zaxby's Information Technology Director, explained, "since we began testing HyperActive Bob last year, restaurant performance has improved in several key areas, and we are looking forward to installing the system in all of our restaurants."

Mr. Sessions said that the Zaxby's Brand was built through serving the highest quality product to its guests. "HyperActive Bob gives us the ability to make strides to improve our speed of service, while maintaining our core competence of superior product quality." He said "Bob manages production as only a seasoned manager can from day-one of an installation."

"Zaxby's is a great restaurant chain and we are excited to be working with them as they continue to grow," said Joe Porfeli, Chairman and CEO of HyperActive. Mr. Porfeli said, "We have worked closely with Zaxby's over the past year, tuning HyperActive Bob's parameters to provide Zaxby's with their desired results."

HyperActive Bob uses advanced vision technologies, combined with point-of-sale information, to create highly accurate predictive cooking instructions for Quick Service and Fast Casual restaurants. Instructions are then delivered to cooks, moment by moment, via simple, easy-to-read touch screens located in the kitchen.

Zaxby's Restaurants

Zaxby's features a "mind-bendingly good" chicken menu in an upscale Fast Casual dining environment. Zaxby's Franchising, Inc. has more than 350 locations throughout Alabama, Florida, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee. For more information about Zaxby's, please visit www.zaxbys.com.

HyperActive Technologies

HyperActive Technologies is a world leader in applying predictive and automated solutions to the operations, management and reporting challenges faced by Quick Serve and Fast Casual restaurants. For more information about HyperActive Technologies, please visit www.gohyper.com

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